



# EASTSIDE

# Agenda

- Welcome
- Purpose of the Plan
- Report Summary
- Opportunity Areas-Redevelopment Options
- Implementation Strategy
- Open Discussion

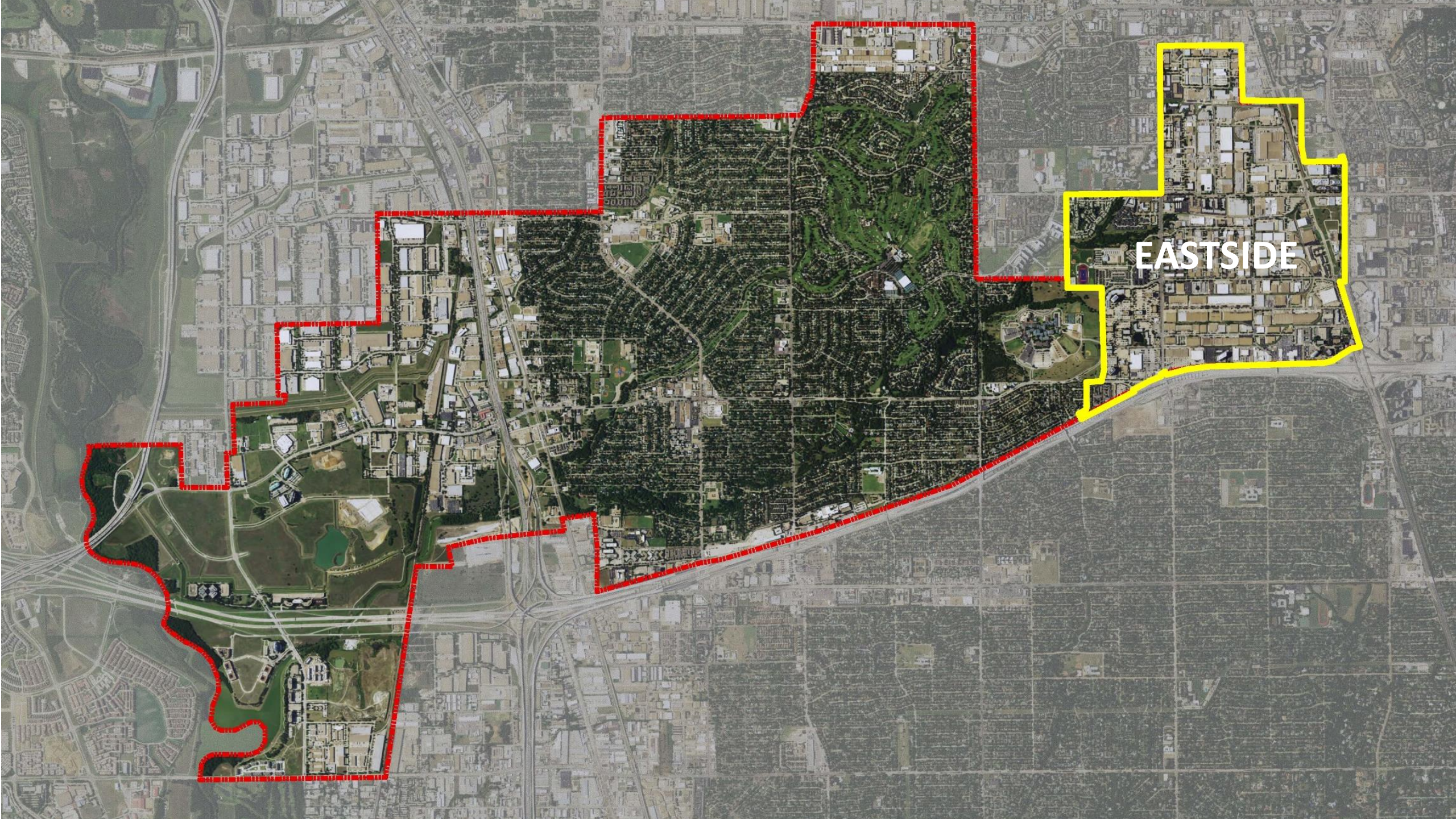
EASTSIDE

# Purpose of the Project

- Determine how the district can perform better for the city and the stakeholders in the future
- Explore options for redevelopment and placemaking
- Develop a plan for moving forward
- Create awareness and attention for the district







EASTSIDE



“Eastside will be an area with a unique identity  
based on an eclectic mix of uses that create  
opportunities for persons who already have a connection to the district  
and those who have yet to discover Eastside  
to live, work, do business, and participate in leisure activities.”

# Report Draft



## COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY EASTSIDE

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iii

Retail  
Multi-family  
Building/Site Characteristics  
Property Values

## Table of Contents

- Introduction
- The Status of Eastside
- Market Context
- The Plan
- Implementation

### TABLE OF CONTENTS

.....XX	<b>THE PLAN</b> .....XX
	Future Land Use Plan Overview
	Framework Plan Sub-areas
	Regional Commercial
	Mixed Use Corner
	Transition Zone
	Tollway
	Inwood/Alpha Corridor
	Blue Lake
	The Neighborhood
	Creative Core
	Midway Commercial
	Light Industrial
	Corporate Campus
	Park and Trail Improvements
	Frontage Overlay
	Gateways
	Green Infrastructure
	District Branding and Identity
.....XX	<b>IMPLEMENTATION</b> .....XX
	Implementation Strategy
	Implementation Matrix

v



# Introduction

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Community Involvement

In order for a Comprehensive Plan to be truly representative of the community's wishes, the study process must include a Public Involvement component. The Eastside plan update included several opportunities for public input.

Eastside is somewhat unique in that it is a limited geographical area within the community that is nearly all developed and one category of uses (industrial) clearly dominates the area. This is not a plan that addresses vacant land and its future use. The City's goal was to intervene in order to:

- Determine how the district can perform better for the city and the stakeholders in the future
- Explore options for redevelopment and placemaking
- Create awareness and attention for the district
- Develop a plan for moving forward to achieve the vision

As such, this plan is about revising, repurposing, and redeveloping. For this reason, the people most interested in the future of the area are those that are vested in it already and people in the nearby vicinity.

### Advisory Committee Meetings

The City appointed an Advisory Group composed of representatives of the land in the district—landowners, business owners, brokers, developers, and institutional partners such as Richland College. This group took part in a workshop in \_\_\_\_\_ with the consultant team and City staff at one of the Eastside businesses. The goals of the process were explained, conditions in the district were discussed, opportunities for the future were considered, and the group members participated in an exercise and a discussion of the issues.

Takeaway:



## INTRODUCTION

### Benchmark Tour

A group of city leaders, advisory committee members, staff, and the consultant team toured areas in the Metroplex that offer similar opportunities and constraints as the Eastside area. The team looked at urban design solutions, road typologies, adaptive reuse examples, trails, and many other items that make up the urban fabric.

Areas visited:

West 7th-- Fort Worth  
Near South Downtown Fort Worth  
Rosedale Avenue- Fort Worth  
Trinity Groves - West Dallas  
Dallas Design District



- Introduction
- Goals Statement
- Stakeholder Interviews
- Advisory Committee Meetings
- Benchmark Tour
- Walkshop
- Community Workshop

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Community Open House

The community met again for an update on the plan (walking workshop). Members discussed several key locations to consider for future development.

A Community Open House was held in April. Approximately 46 people attended a presentation on the purpose, methodology, and progress on the effort. The Open House included topical stations where the participants could view themed maps and provide input on several issues important to the next steps in the plan. They also took part in a survey to help establish priorities for the future of the district.

Takeaway:



# The Status of Eastside

- Existing Conditions
  - Land Use
  - Zoning
  - Development
  - Parking
  - Natural Assets

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### EXISTING CONDITIONS ANALYSIS

An evaluation of the existing conditions in a community will inform its vision for the future. In Eastside, a thorough assessment of these conditions must examine a number of factors to determine how they might influence the future of the district:

- Zoning
- Land use
- Utilities and infrastructure
- Existing development
- Natural assets
- Parks and open space

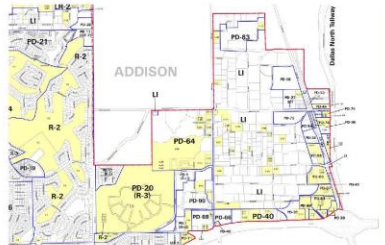
### Zoning

The majority of the land in Eastside is zoned either Light Industrial (LI) or Planned Development (PD). There are also a number of special permits.

The LI district allows a wide variety of activities, including:

- Office and industrial uses
- Educational and institutional uses
- Utilities and public uses
- Entertainment and recreation activities
- Transportation and automobile-related uses
- Retail/commercial services

There are a host of PDs in Eastside. The PD technique allows the creation of zoning districts that combine uses not normally allowed in a single district—office, retail, hotel, services, sometimes residential. Very often, revised development standards (building height, density, setbacks, etc.) are included. The majority of the PDs in Eastside involve non-residential uses.



## DEVELOPMENT STRATEGY

### Parking

A large part of the land within Eastside is devoted to the parking required for the various uses and the majority of the parking is provided in surface lots. Some of the higher-intensity office buildings provide parking in structured garages, perhaps in combination with some surface parking.

The parking ratios that apply in Farmers Branch are generally consistent with those of other DFW suburban cities. In summary:

- 2 spaces per unit for residential uses (2.25 for multi-family,
- 1 space for each 300 square feet of office area,
- 1 space for each 200 square feet for retail/personal services
- 1 space for each 1,000 square feet for industrial uses

(include map of structures but highlight parking rather than buildings)



Structure

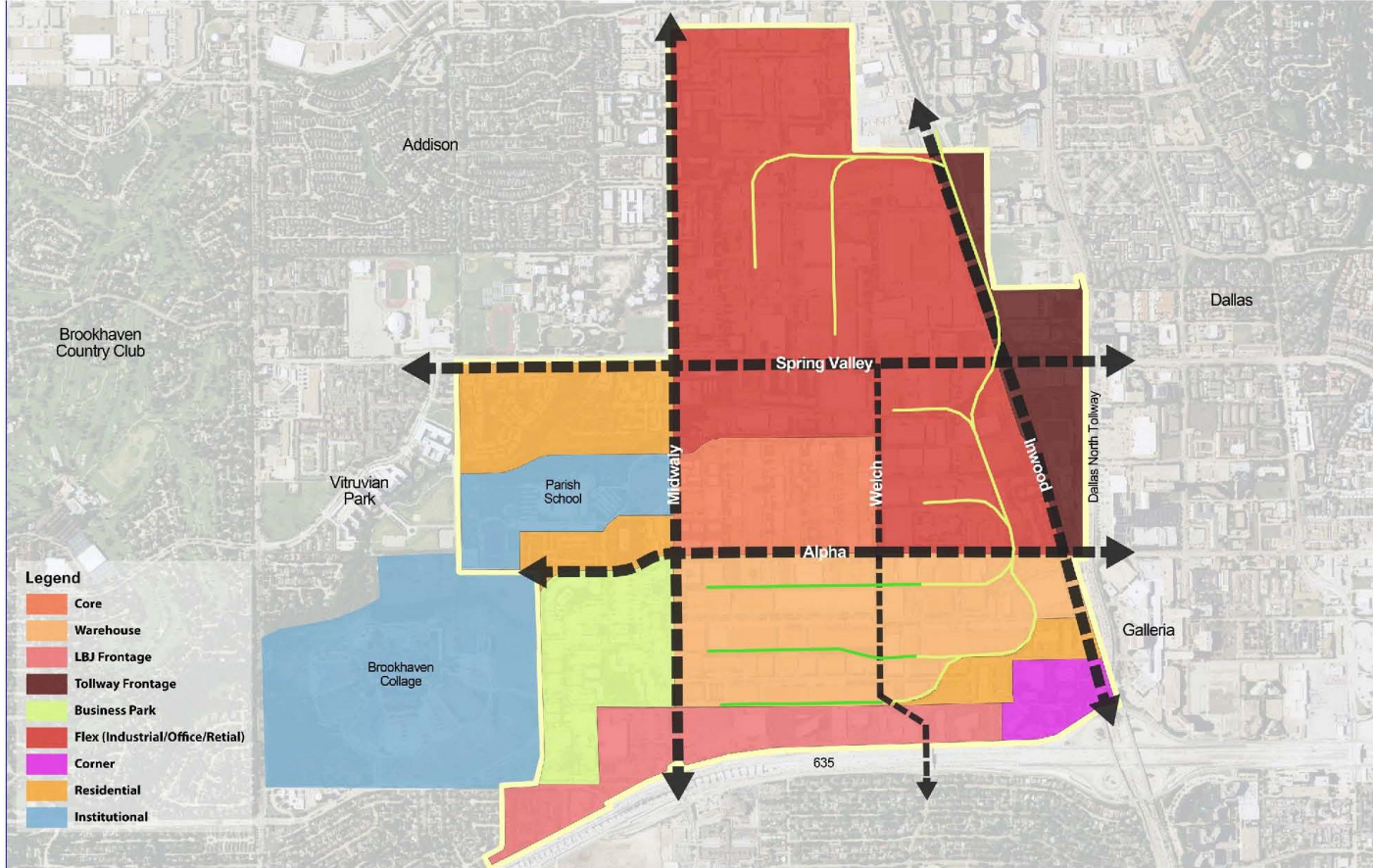




# The Status of Eastside

## Existing Character Zones

- Core
- Warehouse
- LBJ Frontage
- Tollway Frontage
- Business Park
- Flex (Industrial, Office, Retail)
- Corner
- Residential
- Institutional



# The Status of Eastside

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### LBJ

Location: This district is generally comprised of a single tier of lots along the north side of Highway 635/LBJ Freeway adjacent to the westbound service road. It stretches from the west property line of the Sheraton Hotel on the eastern end to approximately the Alpha Road/Valley View Lane intersection but excludes the intersection of LBJ and Dallas North Tollway which is a separate zone. LBJ creates a distinct edge to the district and provides exposure to \_\_\_ vehicles each business day.

Existing development character: At the present time, low-rise, big box retail users, including several furniture stores and auto-related activities, dominate the landscape.



### TOLLWAY

Location: The Tollway sub-area is on the west side of Dallas North Tollway/North Dallas Parkway between Alpha Road and the Dallas city limit adjacent to the southbound frontage road. The Galleria, a high-end retail, hotel, and office complex, is on the east side of the Tollway south of Alpha Road. Further east, is the proposed Midtown Dallas mixed-use project, which will be a redevelopment of Valley View Mall.

Existing development character: At the intersection of the Tollway/ Dallas Parkway and Spring Valley, there are several 10 to 20 story office buildings with structured parking. There are also some vacant tracts, one of which is slated for a 9-story multi-family development.



### CORNER

Location: Northwest corner of the LBJ Freeway/Dallas North Tollway intersection, the crossroads of two high-volume, high-profile roadways known throughout the region; bounded by Galleria Drive on the north, Galleria Place on the west, and Inwood Drive on the east

Existing development character: The Corner is the location of several high-rise, multi-tenant office buildings and a mid-rise hotel. A new 20-story office tower is also planned. The property is served by frontage roads, but is somewhat challenged by the access restrictions necessary for the safe operation of the intersection of two high-volume roadways. There is also a network of smaller streets within the district, including Simonton Road, McEwen Road, Galleria Drive, and Galleria Place, which provides a direct connection to The Galleria.



### CORE

Location: Near the center of the district; bounded generally by Sigma Road on the north, Welch Road on the east, Alpha Road on the south, and Midway Road on the west is the Core Character Zone.

Existing development character: The Core sub-area contains several of the original buildings in Eastside developed in the early 1960's and 1970's(?) when this area was referred to as Metropolitan Business Park. These buildings, which generally range from 3,000-6,000 square feet in size, are some of the smaller ones in the Eastside area. Today, many of the buildings are owner-occupied. The area features on-street parking and mature trees along the internal roadways. Many of the street names—Sigma, Gamma, Neutron, Omega, Beta, and Alpha—relate to letters of the Greek alphabet or physics concepts.





**Market Context**

**EASTSIDE**

# Market Context

## Overview

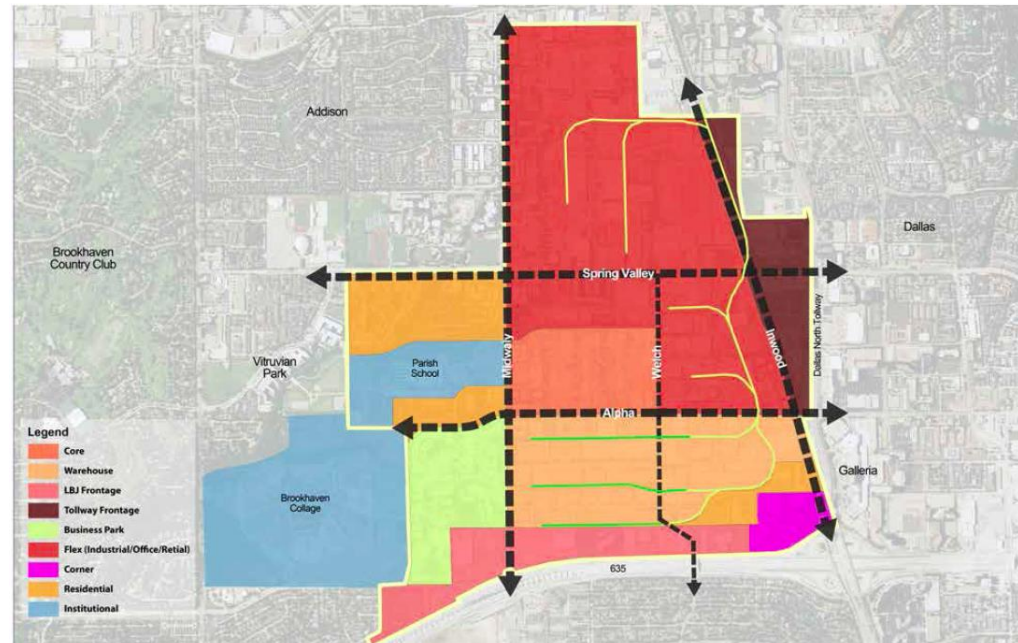
The Dallas/Fort Worth MSA population is expected to reach 7.5 million by 2021, 17 million by 2050 (ESRI). This growth will have a substantial impact on residential demand and job growth, as over 11 million new people will need accommodations for housing and employment.

There is opportunity in Farmers Branch Eastside to capitalize on regional growth through redevelopment because growth will not occur only on the fringes, and existing development will age and depreciate.

## Property Characteristics

Most of the industrial buildings in Eastside were built in the 1960s and 1970s. They lack some of the appeal of newer structures, and they are functionally obsolete. Low ceiling heights, outdated interior finishes, few windows for natural light, inadequate power systems, and a lack of employee amenities can all affect the performance of these properties in the regional marketplace, where tenants have many options from which to choose.

Currently, there are five multi-family complexes in Eastside. They are neighbored by the industrial sector, which in context contributes to the disjointed feel of the district.



**FARMERS  
BRANCH**

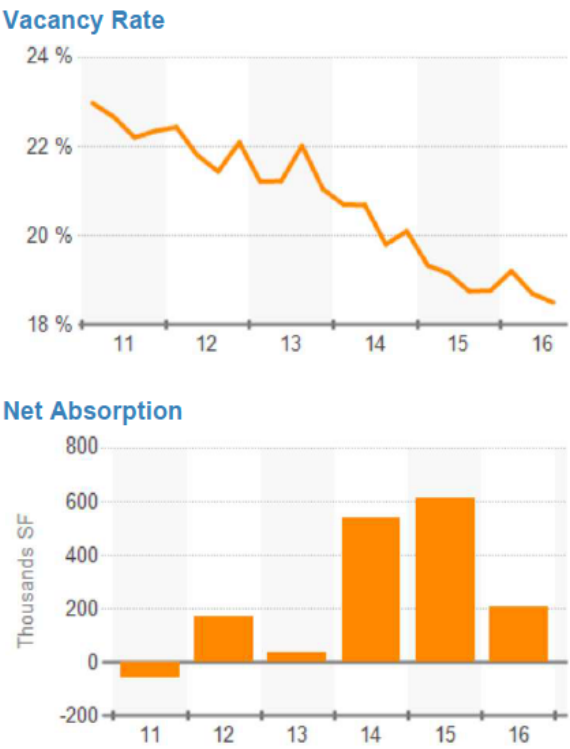


# Market Context

## Office Demand

### Submarket

Per CoStar, office property in Eastside is located within three submarkets: Quorum/Bent Tree, West LBJ Freeway, and East LBJ Freeway, which contain 638 existing office buildings. Conditions in these submarkets have improved in the past five years, although the rental rate (\$21.66/square foot) and vacancy rate (18.3%) is not performing as well as D/FW as a whole (\$23.74/sq ft and 14.4%, respectively). Net absorption is a gain of 382,772 sq ft over 12 months.



Source: CoStar

### Eastside

The Eastside area consists of approximately 1.9 million square feet of office space across 22 buildings. The current average rent is \$16.58/square foot. As of 1Q2015 a recent spike raised the vacancy rate to 32%. Eastside's 12-month absorption is a loss of 171,963 sq ft. However, about 10% of square footage from absorption and turnover should be captured in the market, indicating a **demand for 84,569 sq ft of additional office.**

Small Office Demand Analysis			
	Firms	Employees	Employees/Firm
Finance & Insurance	305	4,675	15
Real Estate	204	1,823	9
Professional, Scientific, and Technical Services	472	6,107	13
Management of Companies and Enterprises	5	12	2
Health Services	220	3,494	16
Arts & Entertainment	41	693	17
<b>Total</b>	<b>1,247</b>	<b>16,804</b>	<b>13</b>
Avg. SF per Employee	250		
Total Small Office SF	24,533,319		
Total Office SF	24,533,319		
Small Office Portion of Office Space	50%		
Avg. Submarket Class A + B SF Absorption	18,204.00		
Potential Small Office Class A +B SF Absorption	9,102		
Estimated Subject Site Capture Rt.	10%		
<b>Potential Capture SF from Absorption</b>	<b>910</b>		
Potential Turnover	5%		
Potential Turnover SF	1,226,666		
Avg. Vacancy Rate	32%		
Total Occupancy from Turnover	836,586		
Estimated Subject Site Capture Rt.	10%		
<b>Potential Capture SF from Turnover</b>	<b>83,659</b>		
<b>Total Potential SF</b>	<b>84,569</b>		

Source: ESRI, CoStar



# Market Context

## Retail Demand

The aggregated unmet residential-generated retail demand across all categories and all bands in **Farmers Branch is over 1.8 million square feet. Within this demand**, Department Stores (512,590 sq ft in unmet demand), Specialty Food Stores (161,989 sq ft), and Used Merchandise Stores (265,357 sq ft) are particularly noteworthy due to their large unmet retail demand in these categories.

Potential Supportable Retail Square Footage By Retail Category (Note: Residential-generated retail demand only takes into account the <b>unmet</b> retail demand by retail category)						
Category	NAICS	Student	Workforce	Commuter	Residential	Total
Auto Parts, Accessories & Tire Stores	4413	769	-	99	67,584	68,452
Furniture Stores	4421	-	-	-	35,004	35,004
Home Furnishings Stores	4422	-	-	-	-	-
Electronics & Appliance Stores	4431	142	5,559	124	-	5,826
Bldg Material & Supplies Dealers	4441	-	-	-	-	-
Lawn & Garden Equip & Supply Stores	4442	-	-	-	19,169	19,169
Grocery Stores	4451	945	11,623	354	16,237	29,159
Specialty Food Stores	4452	-	-	-	161,989	161,989
Beer, Wine & Liquor Stores	4453	-	-	-	30,297	30,297
Health & Personal Care Stores	446,446	627	22,428	124	50,496	73,675
Gasoline Stations	447,447	-	-	1,648	21,353	23,001
Clothing Stores	4481	268	4,182	136	51,167	55,753
Shoe Stores	4482	492	5,751	249	29,750	36,242
Jewelry, Luggage & Leather Goods Stores	4483	234	4,382	119	4,797	9,531
Sporting Goods/Hobby/Musical Instr Stores	4511	-	2,492	124	36,280	38,897
Book, Periodical & Music Stores	4512	-	-	-	18,828	18,828
Department Stores Excluding Leased Depts.	4521	-	7,476	124	504,989	512,590
Other General Merchandise Stores	4529	-	34,505	187	177,201	211,893
Florists	4531	-	-	-	-	-
Office Supplies, Stationery & Gift Stores	4532	-	8,435	124	-	8,559
Used Merchandise Stores	4533	-	-	-	265,357	265,357
Other Miscellaneous Store Retailers	4539	-	-	-	-	-
Full-Service Restaurants	7221	592	10,960	209	5,843	17,604
Limited-Service Eating Places	7222	536	14,760	297	153,075	168,668
Special Food Services	7223	-	-	-	858	858
Drinking Places - Alcoholic Beverages	7224	-	-	-	21,558	21,558
<b>Total Demand (SF)</b>		<b>4,605</b>	<b>132,554</b>	<b>3,918</b>	<b>1,671,833</b>	<b>1,812,910</b>

# Market Context

## Multi-family Demand

Based on income and recent demand trends, over 3,774 (41%) of new households are expected to live in rental housing. Of existing households in Dallas County, 482,981 are owner-occupied homes and 354,209 are for-rent homes. 18,958 (4%) of the existing owner households are expected to move to a new residence each year, and of those who move, 8,366 (44%) will choose to rent. Of the existing renter households, 101,720 (38%) are expected to move each year, and of those, 72,573 (71%) will continue to rent.

Assuming that Eastside can capture 10% of the regional capacity, Catalyst estimates the Eastside could support approximately **377 new units annually** based on recent trends.

Estimated Annual Demand Potential for Multifamily Based on 2015 - 2020 County Demographic Trends						
Monthly Rent	\$500	\$750	\$1,000	\$1,500	\$2,000	Total
	\$750	\$1,000	\$1,500	\$2,000	And Up	
Qualifying Income	Less Than	\$35,000	\$50,000	\$75,000	\$100,000	Total
	\$35,000	\$50,000	\$75,000	\$100,000	And Up	
2015 Total Households <sup>1</sup>	891,437					
2020 Total Households <sup>1</sup>	941,162					
Avg. Annual Household Growth	9,945					
New Household Growth						
Total Annual New Households <sup>1</sup>	9,945	9,945	9,945	9,945	9,945	9,945
% Income Qualified	30%	15%	17%	12%	19%	93%
# Income Qualified	2,984	1,492	1,691	1,193	1,890	9,249
Renter Propensity	60%	50%	35%	32%	14%	41%
Qualified New Households	1,790	746	592	382	265	3,774
Existing Owner Household						
Total Households <sup>1</sup>	891,437	891,437	891,437	891,437	891,437	891,437
% Income Qualified <sup>2</sup>	30%	15%	17%	12%	19%	93%
Owner Propensity <sup>2</sup>	38%	49%	65%	67%	86%	54%
Total Owner Households	101,624	65,521	98,504	71,672	145,661	482,981
Annual Turnover Rate <sup>2</sup>	3%	5%	4%	4%	4%	4%
Qualified Owners in Turnover	3049	3276	3940	2867	5826	18958
Estimated % Rent vs. Purchase <sup>3</sup>	81%	71%	34%	27%	25%	44%
Estimated Owners in Turnover that Rent	2,469	2,326	1,340	774	1,457	8,366
Existing Renter Households						
Total Households <sup>1</sup>	891,437	891,437	891,437	891,437	891,437	891,437
% Income Qualified <sup>2</sup>	30%	15%	17%	12%	19%	93%
Renter Propensity <sup>2</sup>	33%	57%	33%	30%	12%	30%
Total Renter Households	88,252	76,218	50,010	32,092	20,325	266,896
Annual Turnover Rate <sup>2</sup>	40%	39%	35%	37%	36%	38%
Qualified Renters in Turnover	35,301	29,725	17,503	11,874	7,317	101,720
Estimated % Rent vs. Purchase <sup>3</sup>	85%	78%	65%	44%	38%	71%
Estimated Renters in Turnover that Rent	30,006	23,185	11,377	5,225	2,780	72,573
Income Qualified Households						
Total Potential Demand	34,265	26,257	13,309	6,380	4,502	84,713
Percent New Renters <sup>3</sup>	5%	3%	4%	6%	6%	4%
Total Potential Demand for New Units	1,790	746	592	382	265	3,774
City Capture Rate <sup>3,4</sup>	10%	10%	10%	10%	10%	10%
Total Potential New Multifamily Demand	179	75	59	38	26	377
1. ESRI						
2. US Census American Community Survey						
3. US Census American Housing Survey						
4. US Census Building Permits Survey						

# Market Context

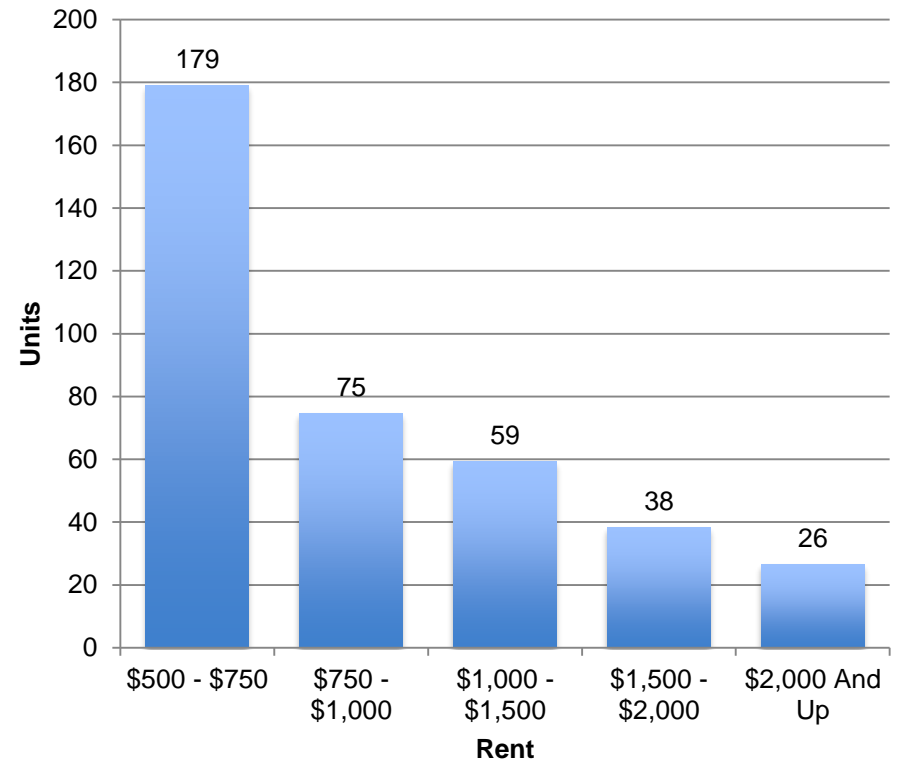
## Multi-family Demand

Strong economic growth is expected to support healthy levels of demand in the short to medium term. Eastside is in a great position to capture a large portion of the multi-family demand. Competitive projects are exhibiting occupancies around 95%.

Market data suggests the most appropriate multi-family housing products to target for Eastside implementation are urban walk-up and structured buildings at an average of 950 square feet per unit, similar to layouts in Vitruvian Park, CityLine, and Uptown Dallas.

Urban walk-up developments are typically 3-4 stories tall with courtyard parking at the back of the building. Walk-ups fit about 30 units per acre, renting at \$1.55 per square foot.

Structured multi-family units are high quality with concrete-beamed parking structures. They rent at or above 1.65 per square foot.





## Where Eastside Goes from Here

There is an opportunity in Farmers Branch Eastside to implement the highest and best use for land available. Analysis by Catalyst indicates increasing multi-family units and mixed-use development could catalyze mid-rise and high-rise employment in Eastside, which currently has one high-rise and four mid-rise buildings at the DNT/LBJ corner.



CityLine in Richardson. Source: KDC

Multi-family can have many benefits in the context of a dense suburban landscape. They create a positive appearance to the street, reinforcing the importance of quality development standards in creating a district brand and improving the Eastside image. Multi-family development lacks effectiveness when adjacency lacks compatibility (i.e. Elan next to industrial). Quality multi-family developments benefit from inclusion to a neighborhood with distinct character and identity.

The design of mixed-use is aimed to maximize walkability in the neighborhood, so the neighborhood has a feeling of place and community. Modern, flexible design promotes revitalization and high standard of quality on surrounding pad sites. They offer the opportunity to expand options for several types of product (i.e. multi-family housing, retail, office) in an efficient manner, thus increasing revenue for the City.

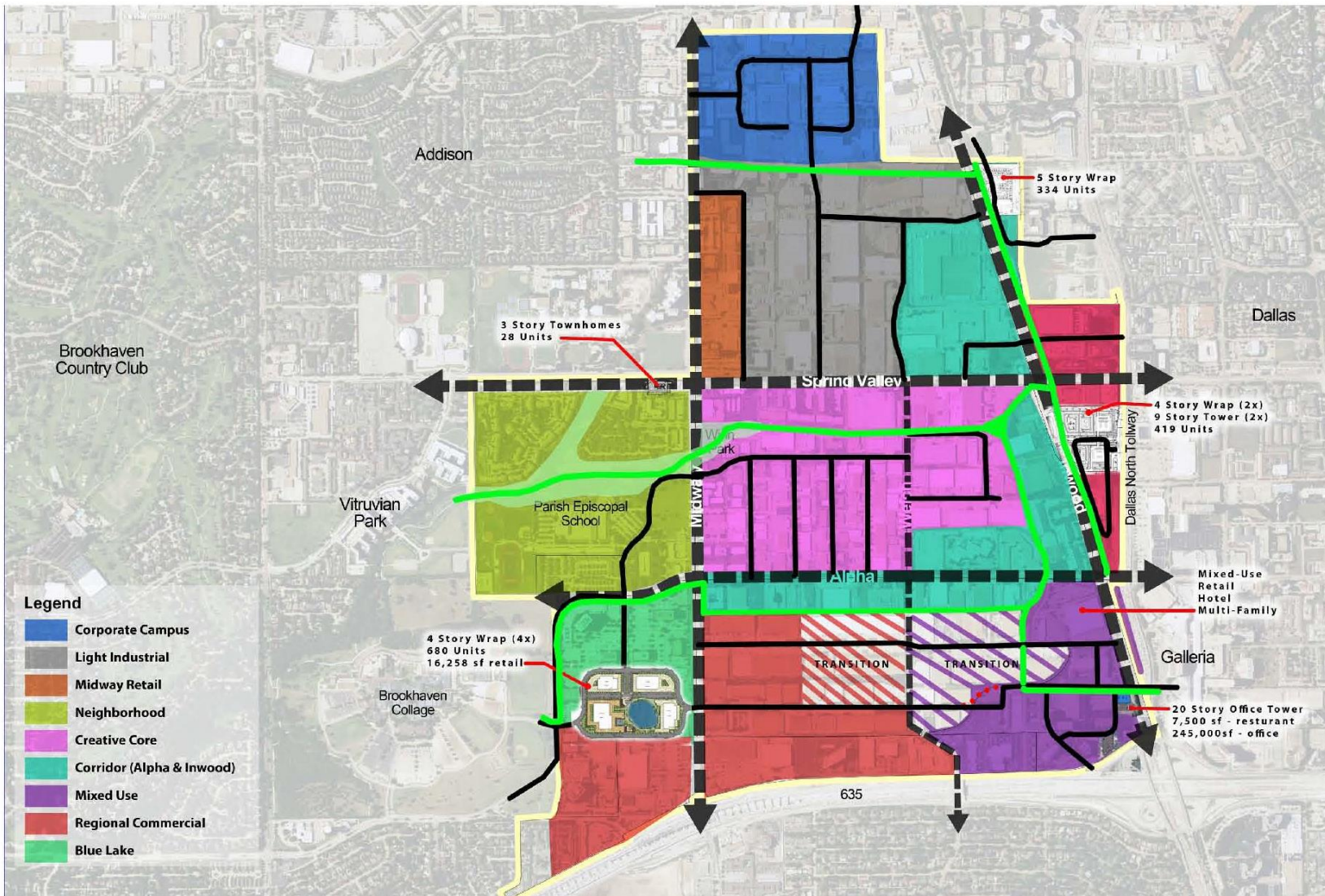
The alternative is to maintain and renovate existing lower-value industrial sites, which ensures Eastside remains productive but also ensures underutilization of the land because of functional obsolescence of the current buildings and lack of cohesion with surrounding developments in Eastside, Addison, and North Dallas.

**The Plan**

**EASTSIDE**



# The Plan



## Framework Plan

- Corporate Campus
- Light Industrial
- Midway Road
- Neighborhood
- Creative Core
- Corridor (Alpha & Inwood)
- Mixed Use
- Regional Commercial
- Blue Lake



# Regional Commercial

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Regional Commercial

The Regional Commercial sub-area is a strip of land on the north frontage road of LBJ Freeway bounded by Welch Road on the east end and extending beyond Midway Road on the west. It also stretches north along the east side of Midway Road for a distance of approximately 2,000 feet. This sub-area benefits from a desirable location with good traffic counts and access to a large trade area. There are several current and expected vacancies in some of the existing big box buildings along LBJ that could provide opportunities for other large format retailers or for redevelopment to mid- to high-rise office buildings, hotels, entertainment, quality multi-family housing or other activities that could capitalize on all of the assets this location provides. The density of the development in this sub-area should decrease the further the land is from LBJ, where more intense development would be appropriate. Developments should provide amenities for patrons and attractive outdoor environments. Parking should be internal to the development and broken up by landscaping and additional building sites.

### Potential Uses:

- Regional retail
- Restaurant
- Office
- Hotel
- Entertainment
- Quality multifamily
- Midway frontage streetscape for a portion of the sub-area



Regional Retail/ Restaurants



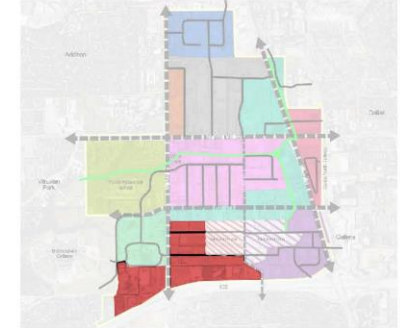
Pedestrian Amenities



Office



Hotel



### Next Steps/Action Items:

- Improve the Land Use Mix  
LU.1., LU.2., LU.3., LU.4., LU.6., LU.7., LU.8
- Improve the Infrastructure  
IN.1., IN.2., IN.4., IN.5.
- Support the Business Environment  
BE.1., BE.2., BE.3., BE.4., BE.5., BE.6., BE.7.
- Polish the Image of the District  
IM.1.?, IM.3., IM.4, IM.5., IM.6., IM.7., IM.8.
- Enhance the District Brand  
BR.1., BR.2., BR.3.?, BR.4., BR.5., BR.6., BR.7.

~See the Implementation Matrix~

# Mixed Use Corner

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Mixed Use Corner:

This sub-area offers a high-profile location and good access. It should play an important role in attracting establishing a better identity for the district and would be an excellent location for additional high-density office buildings, hotels, and other activities that draw from a broad trade area. The possibility of redeveloping some of the underperforming properties behind and surrounding the high-rise office tower should be studied closely. This sub-area could also be a good location for high-end dining and multi-family housing.

#### Potential Uses:

- High-density office
- High-end hotel
- Fine dining
- Quality multi-family housing



Quality Multifamily Housing



Office



Fine Dining



High Density Office



#### Next Steps/Action Items:

- Improve the Land Use Mix  
LU.1., LU.2., LU.3.?, LU.4., LU.6., LU.7.
- Improve the Infrastructure  
IN.1., IN.2., IN.4., IN.5.
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~See the Implementation Matrix~



# Tollway

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Tollway:

The Tollway sub-area includes properties with frontage on the southbound lanes of the Tollway frontage road between Alpha Road and the city limit north of Spring Valley Road. These properties have some of the same assets as the land in the Regional Commercial sub-area—a great location and access to a large population because of good transportation. The main lanes of the Tollway are elevated at this location, however, and the property becomes very narrow as it approaches Alpha Road, which creates challenges for developers; but the property is just west of the high-end retail/office/hotel complex known as The Galleria, and west of a retail complex called Galleria North with restaurants and a variety of national retail tenants. Both of these developments attract a large volume of patrons.

Also nearby is Midtown, the proposed redevelopment of the Valley View Mall site which was announced in early 2015. This project, which has a multi-year construction schedule, has created a great deal of excitement in the development community. It will include shopping, housing, offices, a movie theater, hotels, and dining. The City and the land owners in Eastside should not try to compete with the developments in Dallas. Instead, they should promote the proximity of the district to these popular destinations, work to attract an interesting mix of uses, and improve the walkability of the area, particularly along Alpha Road, in order to encourage the flow of residents, employees, and visitors back and forth across both sides of the Tollway.

#### Potential Uses:

- Mid-rise office
- Mid-rise hotel
- Restaurants
- Quality multi-family



Mid-Rise Office



Mid-Rise Hotel



Restaurants



Quality Multifamily



#### Next Steps/Action Items:

- Improve the Land Use Mix (LU.1., LU.2., LU.3.?, LU.4., LU.6., LU.7.)
- Improve the Infrastructure (IN.2., IN.4., IN.5.)
- Support the Business Environment (BE.1., BE.2., BE.3., BE.4., BE.5., BE.6., BE.7.)
- Polish the Image of the District (IM.1.?, IM.3., IM.4, IM.5., IM.8.)
- Enhance the District Brand (BR.1., BR.2., BR.3., BR.4., BR.5., BR.6., BR.7.)

~See the Implementation Matrix~



# Inwood/Alpha

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Inwood/Alpha:

Inwood Road and Alpha Road, both arterials, are two of the most important roadways within Eastside and provide connections for a large part of the North Dallas region. Inwood connects Dallas to the south with Addison to the north. Alpha passes through Eastside, connecting Dallas east of the Tollway to Interstate 35 and beyond after it merges with Valley View Lane.

Because of the character of these streets and their importance in the region, both present opportunities for a variety of activities and development types and have the potential to draw from several miles away. Tract depths are limited on the east side of Inwood, but the parcels are still developable and there is a linear park proposed within the Oncor easement that runs parallel to the street on the east side. This linear park will be an important amenity to the adjacent properties.

- There is more depth, and consequently more flexibility, on the west side of Inwood. A variety of uses, both residential and non-residential, should be sustainable, although residential would be more appropriate on the west side. North of Spring Valley, the area broadens out to the west, presenting even more land use options.

Along Alpha, on both the north and south sides, the development/redevelopment opportunities are comparable, although the character of the street becomes less intense as it proceeds westward towards Midway Road, Brookhaven College, and the residential neighborhoods beyond and the development.

Along both streets, a consistent set of urban design standards, such as continuous sidewalks, street trees for shade, pedestrian lighting, and landscaped medians could enhance the image of the area greatly.

#### Potential Uses:

- Retail/restaurants, large and small format depending on location
- Entertainment
- Mixed use (ground floor retail/commercial with multi-family or mixed office/retail) at appropriate locations along Inwood
- Public open space (linear trail, plaza, pocket park, trailhead)
- Inwood and Alpha streetscape



#### Next Steps/Action Items:

- Improve the Land Use Mix  
LU.1., LU.2., LU.3., LU.4., LU.5., LU.6., LU.7., LU.8.
- Improve the Infrastructure  
IN.2., IN.3., IN.4., IN.5.
- Support the Business Environment  
BE.1., BE.2., BE.3., BE.4., BE.5., BE.6., BE.7.
- Polish the Image of the District  
IM.1., IM.2., IM.3., IM.4., IM.5., IM.6., IM.8.
- Enhance the District Brand  
BR.1., BR.2., BR.3., BR.4., BR.5., BR.6., BR.7.

~See the Implementation Matrix~

# Blue Lake

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Blue Lake

A recently approved development plan for the property on Blue Lake Circle west of Midway Road will bring new life in this part of the district. New housing (680 units) and retail/restaurant space (16,000 square feet) will attract students, staff, and faculty from Brookhaven, owners and employees from the businesses in the area, and others interested in living or working in a new walkable environment that preserves Blue Lake as a focal point.

Creating a new pedestrian-oriented environment along the roadway will reinforce the context sensitive approach to the new development and inspire other development to follow suit. When one landowner takes a chance that pays off, others will begin to view the area in a new light. It is tempting to think of this as a possible site for mixed-use buildings, but it may be difficult to sustain retail uses due to the property's location along secondary streets; however, over time, as the area becomes known for its design and pedestrian appeal, office, retail, and commercial uses may begin to make sense.

#### Potential Uses:

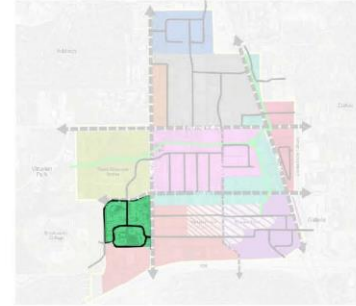
- Quality multi-family housing
- Neighborhood-oriented retail
- Restaurants
- Midway and Alpha streetscape
- Pedestrian-friendly amenities along Blue Lake Circle and McEwen Road



Water Front Dining



Restaurants



Mid-Rise Hotel



Quality Multifamily

#### Next Steps/Action Items:

- Improve the Land Use Mix  
LU.1., LU.2., LU.3., LU.4., LU.6.
- Improve the Infrastructure  
IN.2., IN.4., IN.5.
- Support the Business Environment  
BE.1., BE.2., BE.3., BE.4., BE.5., BE.6., BE.7.
- Polish the Image of the District  
IM.1, IM.3., IM.4, IM.5., IM.7., IM.8.
- Enhance the District Brand  
BR.1., BR.2., BR.3., BR.4., BR.5., BR.6., BR.7.

~See the Implementation Matrix~



# Neighborhood

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Neighborhood Opportunity:

For the most part, this sub-area will retain its neighborhood character, which is appropriate given that it includes new, high-value townhomes and multi-family units, Parish Episcopal School, and is near other neighborhood-friendly assets and amenities such as Brookhaven College (Farmers Branch) and the Greenhill School and Vitruvian Park in Addison.

There is an older, garden style apartment development in the northwest corner of the sub-area that seems ripe for redevelopment. A somewhat denser housing product would be a good option based on the success of the recent townhome development on Alpha and because participants in the Community Meeting early in the process indicated they'd like to see new ownership product in Eastside.

The City and the landowners nearby should promote the schools, the proximity to Vitruvian Park and the new trails recommended in this plan as assets. These same assets will help attract activities and services to the surrounding area to support not only Eastside residents, but also the students, families, and staff affiliated with the educational institutions in the area.

- Townhomes or similar medium-density ownership housing
- Public open space (creekside trail through the school site)
- Midway and Alpha streetscape



Hike and Bike Trail



### Next Steps/Action Items:

- Improve the Land Use Mix  
LU.1., LU.7.
- Improve the Infrastructure  
IN.2., IN.4., IN.5.
- Support the Business Environment  
BE.4., BE.7.
- Polish the Image of the District  
IM.1, IM.3., IM.4, IM.5., IM.8.
- Enhance the District Brand  
BR.1., BR.2.

~See the Implementation Matrix~



# Creative Core

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Creative Core

The small lot pattern in this area, which lends a certain charm, is created by the existing street pattern and the creek that flows east to west south of Spring Valley. If the properties were updated with building and site amenities and some employee-oriented restaurant and service uses were added, the smaller, older buildings in this sub-area could be promoted as start-up space based on the affordable rental rates, excellent fiber network and reliable power supply, good regional access, and proximity to Brookhaven College.

#### Potential Uses:

- Small business and incubator space
- Employment-oriented retail and service uses
- Small-scale light industrial uses
- Public open space (pocket park, plaza, trailhead)
- Midway and Alpha streetscape



Art and Design



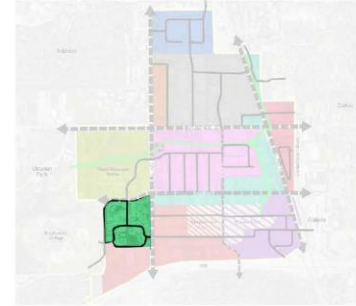
Restaurants



Restaurant Incubator



Quality Multifamily



#### Next Steps/Action Items:

- Improve the Land Use Mix  
LU.1., LU.2., LU.3., LU.4., LU.6.
- Improve the Infrastructure  
IN.2., IN.4., IN.5.
- Support the Business Environment  
BE.1., BE.2., BE.3., BE.4., BE.5., BE.6., BE.7.
- Polish the Image of the District  
IM.1., IM.3., IM.4., IM.5., IM.7., IM.8.
- Enhance the District Brand  
BR.1., BR.2., BR.3., BR.4., BR.5., BR.6., BR.7.

~See the Implementation Matrix~

# Midway Commercial

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Midway Commercial

This is the smallest sub-area in the district. Located on the east side of Midway Road between Spring Valley and Proton Road, it is largely made up of low-rise flex space at the present time; however, there is one office building approximately 10 stories in height with a parking structure that includes below-grade spaces, at the Spring Valley/Midway intersection. There are also a few vacant tracts. This area has the potential to take on the characteristics of the land uses in the surrounding and to add retail and restaurant services for the benefit of nearby residents and employees. It should incorporate the Midway Overlay standards so that the area is more attractive to new development and owners are encouraged to upgrade existing structures.

#### Potential Uses:

- Neighborhood retail and services
- Employment supporting retail and services
- Light industrial/flex space
- Midway frontage streetscape



Retail



Streetscape



Employment



Quality Multifamily

#### Next Steps/Action Items:

- Improve the Land Use Mix  
LU.1., LU.2., LU.3., LU.4., LU.6., LU.7., LU.8.
- Improve the Infrastructure  
IN.2., IN.4., IN.5.
- Support the Business Environment  
BE.1., BE.2., BE.3., BE.4., BE.5., BE.6., BE.7.
- Polish the Image of the District  
IM.1., IM.3., IM.4., IM.5., IM.8.
- Enhance the District Brand  
BR.1., BR.2., BR.3., BR.4., BR.5., BR.6., BR.7.

~See the Implementation Matrix~



# Light Industrial

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Light Industrial

This sub-area will probably always include a warehouse component because there are so many structures suited for uses of this type and because the activities in this area currently make a big contribution to the City's tax base. Some of the existing large format buildings, however, could be repurposed for uses such as entertainment and recreation uses or divided up to create space for support retail, restaurant, and services. Another option might be to redevelop certain key properties that are currently under-utilized. Property aggregation could open up even more redevelopment possibilities.

- Warehouse/Showroom/Distribution
- Entertainment and recreation uses
- Employment supporting retail, restaurant, and service uses
- Public open space (pocket park, plaza, creekside trail)



Brew Pub and Distillery



### Next Steps/Action Items:

- Improve the Land Use Mix  
LU.1., LU.2., LU.3., LU.4.?, LU.5., LU.7., LU.8.
- Improve the Infrastructure  
IN.2., IN.4., IN.5.
- Support the Business Environment  
BE.1., BE.2., BE.3., BE.4., BE.5., BE.6., BE.7.
- Polish the Image of the District  
IM.1., IM.2., IM.3., IM.4., IM.5., IM.6., IM.7., IM.8.
- Enhance the District Brand  
BR.1., BR.2., BR.3., BR.4., BR.5., BR.6., BR.7., BR.8.

~See the Implementation Matrix~



# Corporate Campus

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Corporate Campus:

The opportunities in this portion of the district are similar to those in the Light Industrial sub-area except that there are a few sites that could be candidates for redevelopment in the relatively near term. If these properties could be combined and some of the existing roadways could be abandoned or reconfigured, a site large enough to support a corporate campus could be created. This campus could take advantage of, and potentially help construct, a new trail along the creek that runs east to west along the southern edge of the sub-area. Office users, research and development labs, medical users, and clean industry could find this area attractive because of its location and the amenities that could be provided.

#### Potential Uses:

- Low- to mid-rise office
- Medical or research and development labs
- Employee-oriented services
- Public open space (pocket park, plaza, creekside trail)
- Midway frontage streetscape



Data Centers



Streetscape



Employment



#### Next Steps/Action Items:

- Improve the Land Use Mix  
LU.1., LU.2., LU.3., LU.4.?, LU.5., LU.7., LU.8.
- Improve the Infrastructure  
IN.2., IN.4., IN.5., IN.6.?
- Support the Business Environment  
BE.1., BE.2., BE.3., BE.4., BE.5., BE.6., BE.7.
- Polish the Image of the District  
IM.1., IM.3., IM.4., IM.5., IM.6., IM.8.
- Enhance the District Brand  
BR.1., BR.2., BR.3., BR.4., BR.5., BR.6., BR.7., BR.8.

~See the Implementation Matrix~

# Parks & Trails

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Parks and Trail Improvements

Amenities such as parks and trails can serve the residents of an area, employees that work nearby, and visitors to the district. As was noted earlier, there is little parkland in Eastside and currently there are no trails; however, close examination of the district suggested opportunities for both that the City can pursue on its own or in partnership with other agencies and/or landowners. Opportunities include:

#### Parks

A triangular piece of property, most likely floodway, that sits south of the Weir's Furniture parking lot and the creek (where it remains in its natural state); this property is a potential trailhead because of its location at the crossroads of the creek and the a possible trail west of Midway and the trail in the Oncor easement, and the possibility of negotiating an agreement between the City and the owners of the Weir's property for vehicular parking

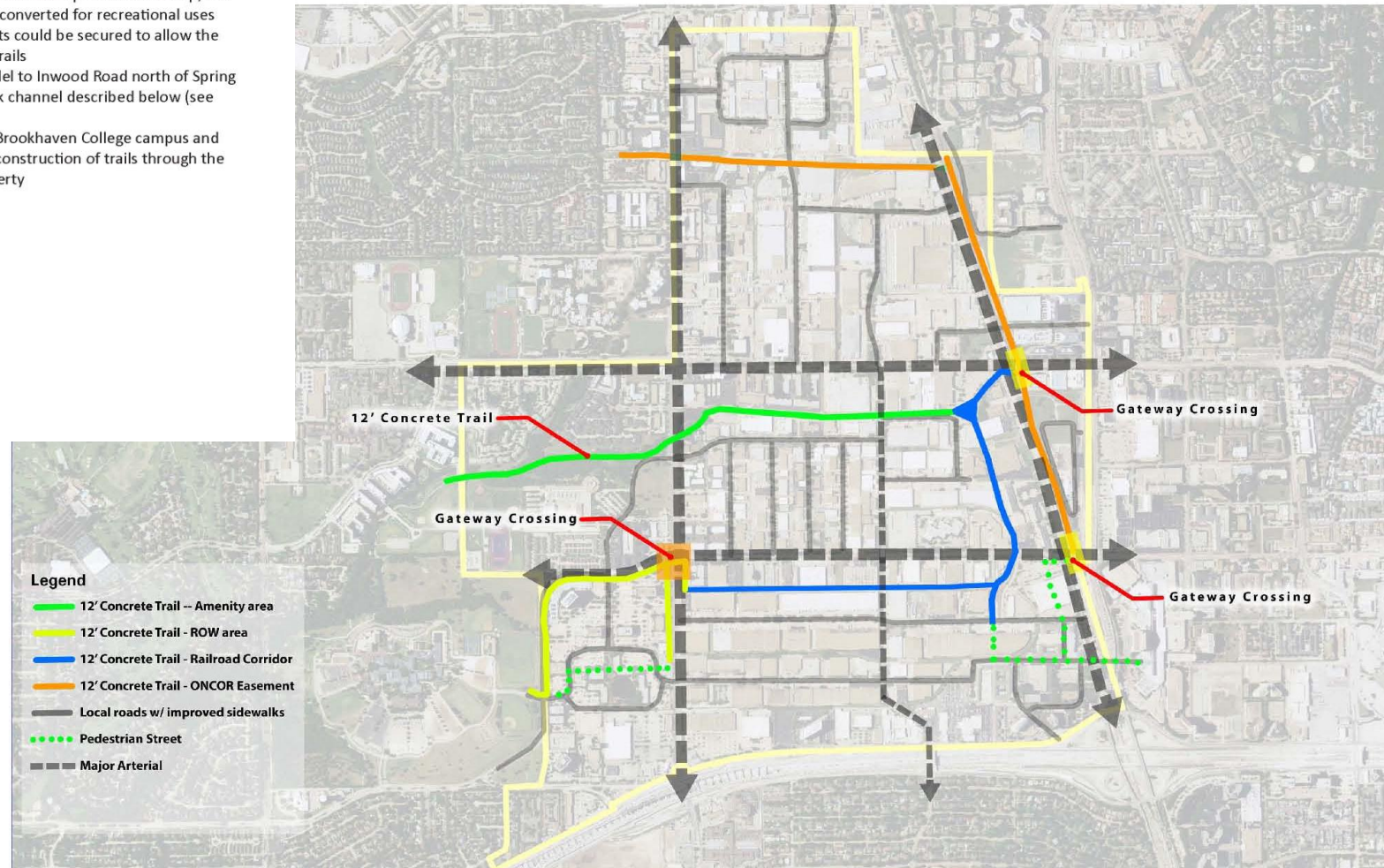
- Improvement of Bicentennial Park
- Improvement of the Alpha Road Mini-Park
- Improvement of the part of Holiday Park that remains after the construction of the Fire Station/Training Center

#### Trails

Abandoned railroad rights-of-way; several spurs throughout the district, including a segment that is now under private ownership, are no longer in operation and could be converted for recreational uses if acquired by the City or if easements could be secured to allow the construction of linear parks and/or trails

The Oncor easement that runs parallel to Inwood Road north of Spring Valley Road (or is it Alpha?) The creek channel described below (see Green Infrastructure discussion)

- Connections to trails on the Brookhaven College campus and possibly connections to/the construction of trails through the Parish Episcopal School property





# Urban Design/ Streetscape

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Frontage Overlay

Along the four major roadways in Eastside—Spring Valley, Alpha, Midway, and Inwood—there is an important opportunity to make urban design improvements that could change the image of the district. Uses can be regulated within an overlay zone, either more liberally or more stringently than in a standard zoning category, and the application of a common set of urban design/streetscape standards can create an environment that sends a new message about Eastside to people familiar with and the area and those new to the district. These standards should address:

- Landscape edges and parking lot landscaping
- Pedestrian lighting
- Plant material selections
- Sidewalk treatments
- Bus shelter and street furniture designs



Bus Shelters





# Gateways

## Gateways

District gateways make a statement to pedestrians, motorists, and cyclists: You have just arrived in a new place. Gateway features at key locations in Eastside could bring both beauty and identity to the district and promote a new brand. These gateways should be scaled appropriately to their surroundings and should incorporate urban design features and elements that are consistent at all locations and true to the theme of the district. Potential gateway locations in Eastside are:

- Spring Valley Road at Inwood Road
- Alpha Road at Inwood Road
- On Midway Road at Alpha Road
- Valley View/ 635 ROW

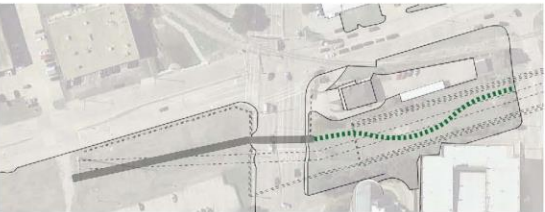


## Vertical Sculpture

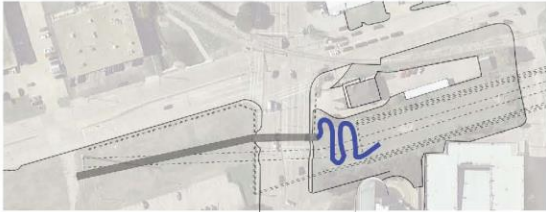
The City of Farmers Branch and the Eastside District has an opportunity to make a statement along the frontage of one of the most traveled highways in the country. The area of land at the intersections of Valley View, Midway and 635 provides an opportunity for a large scale vertical artistic sculpture that can be seen as a landmark throughout the district as well as on approach on 635.

## Bridges

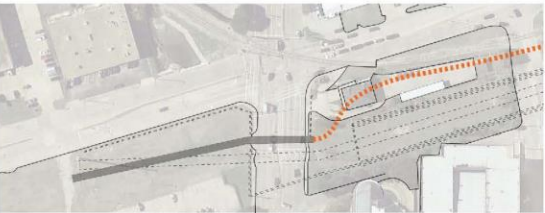
Trail connections are a large part of the connectivity concept in the Eastside plan. Were possible a trail connections over an existing roadway can provide un obstructed pedestrian connectivity as well as an architectural gateway element. Initial study has been done to evaluate the options for a pedestrian bridge at Spring Valley and Inwood to connect the ONCOR easement that runs north and south. Several challenges are present and further study on the ability to adjust some site conditions will need to occur.



OPTION 1



OPTION 2



OPTION 3





# Green Infrastructure

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### Green Infrastructure

The Environmental Protection Agency (EPA) describes green infrastructure as “...a cost-effective, resilient approach to managing wet weather impacts that provides many community benefits.” In contrast to traditional gray stormwater systems, which use gutters, drainage pipes, and water treatment facilities for stormwater filtration and flood prevention, green infrastructure not only prevents flooding and property damage by moving stormwater away from buildings, structures, and other elements of the built environment, it is also designed so that it “...reduces and treats stormwater at its source” by using vegetation and soils to hold water and filter contaminants. The EPA goes on to say that “...At the city or county scale, green infrastructure is a patchwork of natural areas that provides habitat, flood protection, cleaner air, and cleaner water. At the neighborhood or site scale, stormwater management systems that mimic nature soak up and store water...” to achieve the same benefits.

In addition to preserving certain features of the natural environment, including wetlands, native trees and landscapes, parks and open space, and water above and below ground for purposes of stormwater filtration, flood prevention and even scenic and recreational purposes, there are a variety of man-made ways to supplement this process. The use of rain gardens, bioswales, rainwater harvesting, properly designed landscapes and streetscapes, permeable pavement, and even green roofs can all contribute to the overall system.

However sensible it may seem, there are also barriers to the use of green infrastructure in urban areas. Codes and ordinances that conflict with these concepts, questions about the effectiveness of green infrastructure techniques, the perception of additional implementation and maintenance costs, and the lack of staff and other resources can slow the process or prevent it from being adopted. In Eastside, the creek channel that runs parallel to the row of buildings

fronting on Spring Valley Road west of Inwood, currently a concrete-lined, could be restored to a more natural condition to become an amenity for the district, not simply a utility. Trails could also be constructed within the easement.

- Restore the concrete-lined channel to a more natural condition
- Develop a pedestrian/bike connection over the channel and within the easement area to provide a path between Spring Valley Road and Sigma Road and to connect Winn Park to Bicentennial Park and potential trails in the southern part of the district



# Parking

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### PARKING

The City's current parking requirements are consistent with the parking ratios of most regional suburban cities in the DFW area; however, in order to encourage a broad mix of redevelopment options, some creative parking measures could be considered. The effort could start with a survey of actual parking utilization within Eastside. Once the problem and issues have been identified, the appropriate measures could be selected from the list below, and a parking management strategy could be developed for the whole district. Among the measures that could be part of a district parking strategy are:

- Reducing parking requirements for mixed-use developments based on the theory that some of the daily needs and services for residents in a mixed-use project can be satisfied by businesses on-site, requiring only one parking space for multiple purposes.
- Allowing shared parking facilities; for example, two developers could create a partnership for the construction of additional spaces in one project that could satisfy some of the requirements of the other project. Or, if there is a need for parking spaces for a municipal use, the partnership could involve the City and a developer.
- Constructing a public parking lot or garage by the City or a public/private partnership.
- Allowing on-street parking spaces to count towards the required parking for the adjacent development; this may require better management of curb-side parking and vehicle management, and the enforcement responsibility would likely fall to the City.
- Improving district connectivity and providing better accommodations for walking and biking to reduce the need for parking.
- Requiring bicycle parking for new development/redevelopment to encourage cycling.

- Providing a parking credit for proximity to transit (a reduction for properties on a DART bus route, for example).
- Improving bus shelters and rider amenities to encourage more transit use.

The first half of the list addresses vehicular parking; the second half addresses alternative modes of transportation.





# District Branding & Identity

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### District Branding and Identity

The Eastside district competes with many other parts of the DFW metroplex to attract investment in employment, housing and retail/service development and struggles with a lack of identity in the process. A new brand for Eastside could attract interest and create a buzz for the district. An approach and a program for developing this brand should be adopted by the City for use in its graphics, marketing efforts, promotional materials, gateway design features, and other urban design elements. The program could include the adoption of:

- A new name for the district
- A logo and graphics package
- Design standards for district signage, including wayfinding and street sign toppers
- The creation of marketing materials
- The incorporation of specific architectural materials or elements into new development
- 

Just as the City of Dallas is comprised of districts and sub-districts, such as Down-town and its Arts District, Eastside, is one part of Farmers Branch made up of several smaller areas. The challenge is to create an identity—a brand—for Eastside that is distinctive, unique, recognizable, and flexible enough to embrace a variety of sub-areas. Each of these smaller areas has its own distinctive character as well, and all of them contribute to the overall identity of the district.

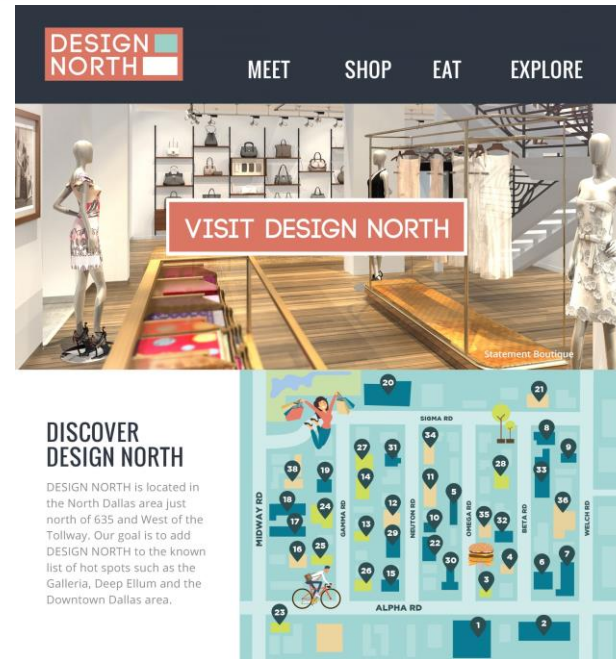
The present Eastside designation identifies the geographic location of the district within Farmers Branch; however, most people do not have the context necessary to determine where the district is. To further complicate the situation, properties within Eastside are addressed in Dallas, so many people are not aware that this area is within the City of Farmers Branch. Finally, there are other developments in the metroplex—a portion of old downtown Plano and a mixed use project in Richardson just east of Central Expressway/Campbell Road—with

the same name. For all of these reasons, a more distinctive brand is needed to identify this very important district in Farmers Branch within the larger Dallas Fort Worth region.

East Branch is the proposed name for the district. Rather than being a geographical reference to one part of a single city, this new brand will be useful in promoting the district as a destination in the metroplex and in the larger North Texas region. While the new brand includes the term “East,” it does not imply that it is necessarily on the east side of any particular place, just as Southlake is not assumed to be in the southern part of the metroplex.

Incorporating the term “Branch” maintains a connection between the district and the community but is not too limiting; in fact, it provides a clue to the location in the larger regional context. The proposed graphic representation for East Branch would include a recognizable element from the current Farmers Branch logo to both link the district to, and distinguish it from, the city as a whole.

Following through on the example above (Dallas > Downtown > Arts District), Farmers Branch > East Branch > Design North demonstrates how one of the unique sub-districts within East Branch can develop its own identity. Design North is the proposed name for the concentration of design-oriented businesses that East Branch is currently known for. The proposed brand includes useful information about the services that characterize the area, and differentiates it from the established Design District in the City of Dallas.



FARMERS BRANCH



EAST BRANCH





# Catalyst Sites

Midway & 635





# Catalyst Sites

## Midway & 635

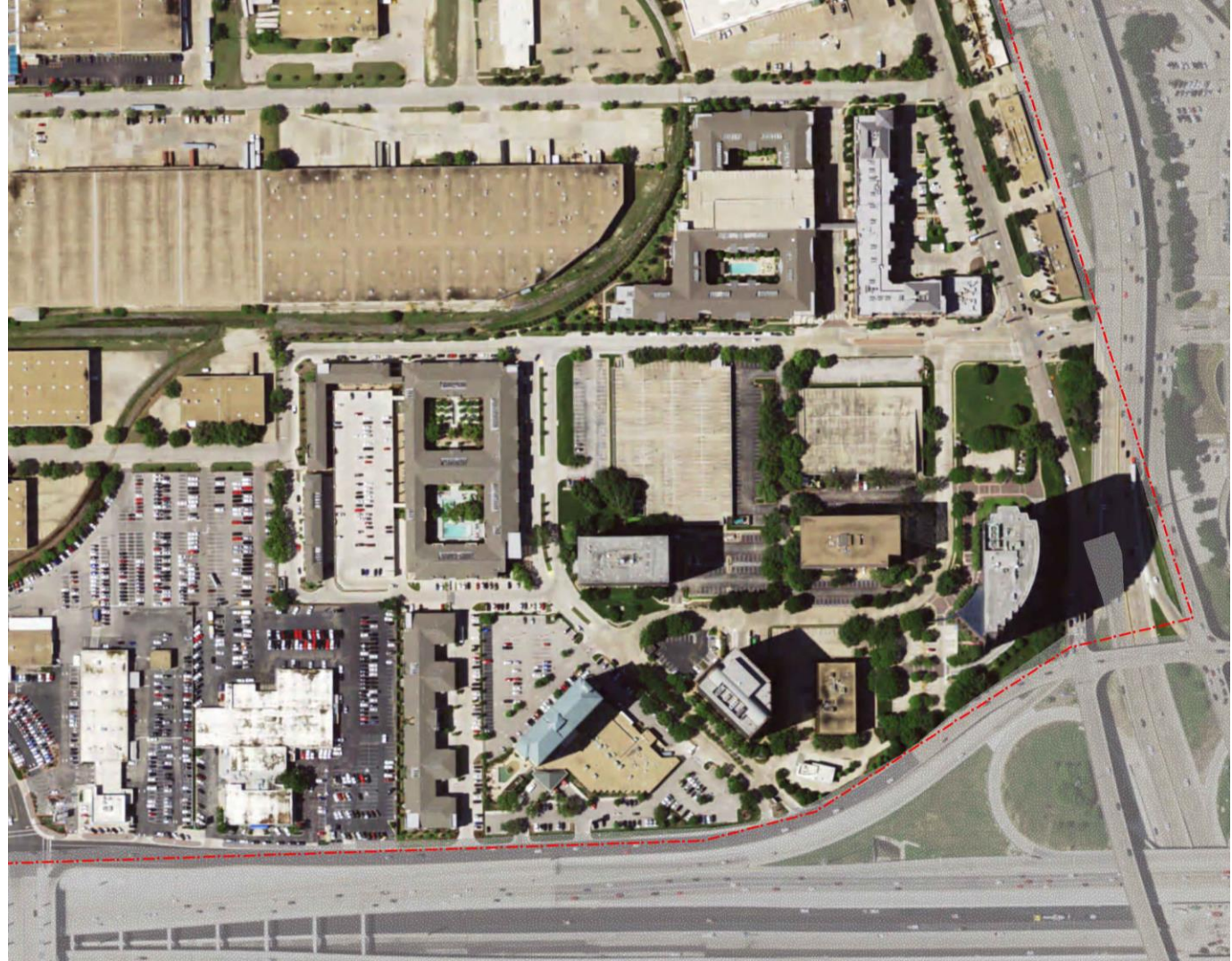
- Gateway development opportunity
- Regional commercial with residential options
- Restaurant pads
- Walkable environment





# Catalyst Sites

## Galleria Drive





# Catalyst Sites

## Galleria Drive

- Gateway development opportunity
- Support surrounding developments with similar use
- Retail/Dinning/Residential–Mixed Use
- Connection to Galleria





Implementation

EASTSIDE

# Implementation

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### IMPLEMENTATION STRATEGY

After the plan is complete, it is crucial for a City to devise a course of action so that the vision can be achieved. The Implementation Strategy is that course of action. The Strategy must have a long-term perspective and must include a sufficient level of detail in order for it to be useful.

The overall strategy is typically built around a set of action items. These action items are grouped into categories and assigned a priority ranking and an approximate time frame. The relative funding level should be estimated for each and the responsibility for implementing the action item should be determined.

Each individual action will fall into one of the following categories:

- Improve the Mix of Uses
- Improve the Infrastructure
- Support the Business Environment
- Enhance the Image of the District
- Create a New Brand for East Branch

The action will be assigned a high, medium, or low priority and a short-term, mid-term, or long-term time frame. Finally, the entity responsible for each action item will be identified. The lead role may be assigned to the City, a private sector entity, an outside agency, or a combination of these.

This approach provides the City with a framework for:

- Budgeting the human and financial resources necessary for capital improvement planning and construction
- Planning and scheduling annual work programs
- Engaging internal departments and outside individuals and agencies to achieve the community's goals for East Branch.

It is important to educate and get early buy-in from all of the internal City departments involved in the Implementation Strategy and to revisit the strategy periodically to see which action items have been achieved, which are on the horizon, and whether the strategy needs to be revised to reflect changing conditions in East Branch.



# Zoning Strategy

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

### ZONING STRATEGY

In order to turn the Eastside vision into reality, one of the City’s most important tools will be the Zoning Ordinance. The ordinance that is developed to implement the plan will need to support the revitalization of the district and to create a more productive, vibrant, and economically sustainable district.

There are several possible approaches to the zoning part of the implementation phase, and the level of City involvements could be low or high. These approaches include:

- Adopting the plan and waiting for applicants to make zoning proposals that comply with the Eastside plan
- Revising the underlying zoning district regulations (which would then apply to any property in Farmers Branch zoned the same way)
- Creating one or more Planned Development district(s)
- Developing an overlay to address specific issues and district goals

In the case of Eastside, the recommended approach would be a combination of two of the strategies above:

- Making minor revisions to the underlying zoning district regulations to address changes that are appropriate for all similarly zoned properties with Industrial zoning; and
- Developing a set of overlay requirements to address specific issues within Eastside.

Minor revisions to the zoning district regulations might include allowing support uses such as restaurants as a use-by-right in the Industrial district (eliminating the Specific Use Permit requirement). While the Industrial district regulations are fairly broad, there may be other uses, or other features of the current ordinance that could be modified to help attract desirable uses to Eastside or discourage less desirable ones.

An overlay is a zoning technique that adds a new layer of regulations to those of the underlying zoning district. The overlay applies to a specific geographic area of the community and may be either more or less restrictive compared to the base zoning. It can be used to protect a specific asset, such as a historical or environmentally sensitive area, or to promote and guide the economic development of an area. Where the base zoning regulations and the overlay provisions are in conflict, the overlay takes precedence.

# Funding

The Eastside Comprehensive Plan recommendations include a number of action items that will require a financial commitment on the part of multiple parties—the City, landowners/developers, and other agencies.

Securing the necessary funding for public improvements is always a challenge, but many different techniques can be used, either alone or in combination, to achieve the end result.

- Tax Abatement
- TIF Districts
- PID District
- Bond Funding
- Chapter 380 Agreements
- County and Regional Transportation Funding
- Development Corporation
- Hotel Occupancy Tax
- Fee Waivers
- Grants
- Infrastructure participation
- Neighborhood Empowerment Zone
- Texas Enterprise Fund



[illegible]

# Improve The Infrastructure

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

[illegible]



[illegible]

# Polish The Image of The District

## EASTSIDE COMPREHENSIVE PLAN AND REDEVELOPMENT STRATEGY

[illegible]



[illegible]

**Discussion**

**EASTSIDE**